



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
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NEWS AND INFORMATION FROM The Grand Traverse Bay YMCA

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FOR IMMEDIATE RELEASE

\$2 MILLION CHALLENGE PLEDGE GIVEN TO NEW Y

"It is truly remarkable," says Henry Peet, Grand Traverse Bay YMCA New Y Campaign Chairperson. "We have had an anonymous donor willing to help us complete the fundraising for the New Y by giving us a \$2 million challenge pledge. Simply put, if we are able to reach the campaign goal by the end of the year, he will give us a gift of \$2 million to complete the fundraising. If we don't raise the gifts and pledges we won't get the gift. We have the opportunity to start the building process by the end of this year."

With a portion of the \$6 million already raised, site construction is complete allowing football, soccer, and lacrosse to be played now on two athletic fields. Fifty percent (50%) of the Campaign goal has been achieved to build the New Y Essential phase. This phase is designed to match the highest community needs including tennis and teaching people to swim.

To spark enthusiasm and additional donations, this anonymous donor has offered a \$2 million Pledge/Challenge to the New Y Campaign! This \$2 million Pledge/Challenge begins now through December 31, 2011- where by the goal would be achieved allowing for construction early in 2012 – or lose the pledge.

"This next two months will be the most critical time in the history of our Y," said CEO Tom Van Deinse. "The success of the New Y Campaign will affect

generations to come. This is one of those big moments in life that requires bold action now!”

With the news of the Pledge/Challenge, donations to the campaign have been increasing! Specifically, long-time supporter of the new Y, The Oleson Foundation, has increased its prior donation by \$300,000. Additionally, new donors, like the Malone Family and prior donors alike, are supporting the campaign to help achieve this challenge!

Information about donations can also be obtained at your Community Foundation at www.4good4ever.org. Other information about the New Y can be found at the Y website at www.gtbayymca.org.

“Every contribution or pledge before December 31st will count – please consider supporting the completion of the NEW Y campaign!” says Peet.